

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 1576
TO BE ANSWERED ON 12/12/2023**

SURROGATE ADVERTISEMENT

1576. SHRI SYED IMTIAZ JALEEL:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Ministry has taken cognizance of the fact that companies manufacturing sin products like tobacco and alcohol are showing surrogate advertisement by posing these as 'brand extensions' which are permissible under the law;
- (b) if so, the details of steps taken in this regard;
- (c) whether the Ministry taken note of any surrogate advertisements displayed during screening of matches of Cricket World Cup 2023; and
- (d) if so, the details thereof along with the action taken by the Ministry?

ANSWER

MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG SINGH THAKUR)

(a) to (d): Advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code laid down under the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder. The said Code inter-alia provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. A product that uses a brand name or logo, of such products may be advertised on TV subject to certain conditions, including certification of the advertisement by the Central Board of Film Certification (CBFC).

The Ministry also issues advisories to all private satellite TV channels from time to time for adherence to the Advertising Code.

The Government has an institutional mechanism for taking action in cases of violation of the Advertising Code, including by way of issuance of Advisories, Warnings, Apology Scroll orders, Off-Air orders, etc.

The Central Consumer Protection Authority (CCPA) under Ministry of Consumer Affairs has issued “Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022” vide notification dated 09th June, 2022 which inter-alia prescribe conditions to be adhered to in respect of advertisements targeting children, advertisement prohibited by law and due diligence required by endorsers of advertisements.
